

# Iridium M2M Roadmap



## Iridium Proprietary and Confidential

The information and statements in this presentation are Iridium Proprietary and Confidential Information and, consistent with your agreement with Iridium, you may not disclose them to others. This information is also subject to change without notice. Statements made in and during this presentation are not warranties, and IRIIDIUM EXPRESSLY DISCLAIMS ALL WARRANTIES, EXPRESS OR IMPLIED, except as expressly set forth in the product's Limited Warranty and the Iridium Product Sales Terms and Conditions that are part of your agreement with Iridium. See [www.iridium.com](http://www.iridium.com) for further details.

Included in this presentation is non-public information that is only being communicated to Iridium partners. This presentation and any related oral discussion or information ("Presentation") is strictly Proprietary and Confidential to Iridium. Consistent with your Partner Agreement with Iridium, you may not disclose the Presentation to others without express written permission from Iridium. Any violation of your Agreement's Proprietary and Confidentiality obligations shall result in remedies to the fullest extent available to Iridium at law or in equity. Please review your Partner Agreement and the Iridium Product Sales Terms and Conditions that govern your relationship with Iridium. Statements made in this Presentation are not warranties, and IRIDIUM EXPRESSLY DISCLAIMS ALL WARRANTIES, IMPLIED WARRANTIES, WARRANTIES OF MERCHANTABILITY AND WARRANTIES OF FITNESS FOR A PARTICULAR PURPOSE, except as expressly set forth in the relevant Iridium Limited Warranty and the Iridium Product Sales Terms and Conditions. For copies of the Limited Warranty and Product Sales Terms and Conditions, see: [Links](#)

The views and opinions expressed in this Presentation are solely those of the presenter and do not necessarily represent those of Iridium which makes no warranty as to accuracy or completeness of the information provided or the views or opinions presented. The information in this Presentation is subject to change without notice.

Read and understand the Iridium User Manual and the safety warnings and information contained in that Manual before using any Iridium product.



Iridium Proprietary and Confidential

# Agenda

- M2M at Iridium
- M2M Market
- Portfolio of M2M Products & Services
- Key Features & Benefits of Iridium M2M
- M2M Advantages at Iridium
- Q&A

## M2M At Iridium

- Most important and influential Machine to Machine technology provider in Satellite space
  - Enabling strategic business and mission critical initiatives
  - Growing sophistication in partner end solutions
  - Opening up data connections in broad new markets
  - Advancing how global enterprises conduct business



## M2M Market

- M2M data services high growth business area for Iridium
  - Over 508,000 billable subscribers
    - M2M is approximately 34 % of billable commercial subscribers (Q3 2011)
  - Approximate growth of 12% in commercial service revenue (Q3 2011)
  - Total subscriber growth of 23% driven by primarily by emerging M2M market (September 2011 vs. September 2010)



Follow us



# M2M PRODUCT & SERVICE PORTFOLIO



# M2M Product & Services Portfolio

Machine to Machine (M2M)						
Data Services					Products	
SBD	RUDICS	CSD	SMS	High Speed Data	Waveform	LBT & SBD modules

- Broad technical product and services options for end solution development
- Low latency and global coverage with ability to handle data transfers well suited for M2M applications
- Iridium NEXT constellation plans to continue data products and services well in to the future

## Iridium 9522B

- Supports all of Iridium's voice and data services
- Easily integrates into a wide variety of applications through a RS232 serial interface and AT command set
- A pass-thru connector allows a GPS receiver to use the same antenna as the 9522B L





## NEW! Iridium Core 9523

- Sophisticated, flexible voice and data module
  - Global coverage
  - Low-Latency, Two-Way
  - Size of credit card
  - Cost-effective
- Innovators license this core technology to build their own devices and solutions
- Available for order now!



## Iridium 9602

- Ideal for M2M solutions, including tracking of maritime vessels, equipment monitoring, and automatic vehicle location.
- Sends and receives packets of data over signaling channels
- Does not incorporate, nor require, a Subscriber Identity Module (also known as a SIM Card)



## New! Iridium 9603

- New data transceiver designed to be integrated into a partner's wireless data application
- Reduces size of Iridium's data module down to the approximate size of a postage stamp
- Introduces a new level innovation for Iridium's data product line
- Supports partners with product size constraints and limitations
- Coming Soon...



## Iridium chipsets

- Iridium provides to select partners RFA (analog) and DBB(digital) Iridium developed ASIC chips
- Partner integrates chipsets in to their end solutions
  - Partner provides the other components to develop end product solutions
  - Licensing agreement with partners to develop
- Data-focused



## Iridium Waveform

- Voice and data focused
- Selling the “recipe” plus the “secret sauce” to access and use Iridium network capabilities
  - Iridium provides the interface specs to partners who create new products
- Partners pick and choose their Iridium options and add their own components to make unique products that include combinations of:
  - Iridium Short Burst Data (SBD)
  - Iridium Voice
  - Iridium OpenPort
  - Iridium OpenPort-Aero





# Short Burst Data Service Description

## What is it?

- Packet-based data service that allows customers to transmit short data messages between equipment and centralized host computer systems.

## How Does it work?

- Remote applications send Mobile Originated SBD (MO-SBD) messages from an Iridium transceiver. The application communicates with the transceiver via AT commands. The application then loads the message into the transceiver and instructs it to send the messages, which traverses the Iridium satellite network via inter-satellite links to reach the Iridium Gateway. From there, the message is transferred to the Internet and onto a host computer system where it is stored in a database for further data processing. Mobile Terminated SBD (MT-SBD) messages are sent to the Iridium Gateway via the Internet from the host computer system.

## What are the components?

- Data host
- Iridium Subscriber Unit - SBD module, LBT or handsets
- Device interface to Iridium Network (field device)

## Who is it intended for?

- Customers who need short data message transmissions.

# RUDICS Service Description

## What is it?

- Data service that allows customers to transfer data via Mobile Originated (MO) and Mobile Terminated (MT) circuit switched data connectivity

## How Does it work?

- Uses circuit switching technology (similar to placing a phone call) via a dial-up modem & ISDN for low-bandwidth data transfer, enabling a host application to originate and terminate numerous connections simultaneously.

## What are the components?

- Data host
- Iridium Subscriber Unit (ISU) - handset or LBT
- Device interface to Iridium Network (field device)

## Who is it intended for?

- Customers who use circuit switched data.

# Key features and benefits of Iridium M2M

	Feature	Benefit
Equipment Portfolio	<ul style="list-style-type: none"> <li>Diverse suite of Iridium subscriber equipment</li> <li>Dedicated data services for DOD</li> </ul>	Flexible product options
Technical Capabilities of Network	<ul style="list-style-type: none"> <li>66 satellites crossed linked with built in redundancies</li> <li>Highest latitude coverage</li> <li>Lowest latency (&lt;20)</li> <li>Rapid delivery confirmation</li> <li>Largest message sizes</li> </ul>	Enabling high quality partner solutions
Technical Development and Testing Support	<ul style="list-style-type: none"> <li>Assigned Sales Engineer(s) and Channel Account Manager</li> <li>Technical documentation and resources available via Iridium for partners</li> <li>Complimentary Iridium network certification services</li> </ul>	Dedicated Support
Pricing of equipment and services	<ul style="list-style-type: none"> <li>Usage-based pricing</li> <li>Target and bundled service pricing</li> <li>Volume equipment pricing</li> <li>Lowest cost in maritime and government spaces</li> </ul>	Unmatched value
Global Network	<ul style="list-style-type: none"> <li>Pole-to-pole coverage</li> <li>One network (no Roaming)</li> <li>Backward capability with Iridium NEXT</li> </ul>	Reliable and prepared for the future
Other	<ul style="list-style-type: none"> <li>Over 240 partners (resellers, manufacturers, developers etc.)</li> <li>Developer directory for companies looking to partner to develop Iridium M2M solutions</li> </ul>	Sophisticated partner eco-system



## M2M Advantages at Iridium



Iridium simplifies the complexity of developing and launching an M2M solution with

- robust technical support and broad portfolio of equipment options
- flexibility in our partner structure and approach in fostering differentiated and customized global M2M solutions
- experience with large scale M2M solution deployments and
- commitment to fostering strong business connections through our partner relationships

Follow us



# THANK YOUR FOR YOUR TIME!

## Any questions?

